



BEN KONOP
LUCAS COUNTY COMMISSIONER

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2008 FEB 27 P 2: 52

February 20, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

FILED/ACCEPTED
MAR - 3 2008
Federal Communications Commission
Office of the Secretary

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view and in the view of my organization, WTVG already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with WTVG on a number of public interest programs they produce, including Conklin & Company, Bridges, and the Roundtable. These programs have significantly raised local awareness of issues that matter greatly to the citizens of Lucas County, including home foreclosure, low-income tax preparation, the earned income tax credit, local economic development efforts, and the many other important operations that Lucas County oversees.

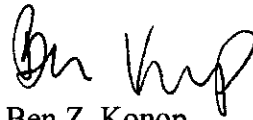
Additionally, Lucas County and its Commissioners are responsible for emergency services and management for over 450,000 residents. For years, our residents have relied on WTVG for accurate and detailed emergency and weather information. This information goes far beyond a weather report to include advance warnings of weather emergencies, notifications of evacuation routes, locations of relief stations, and geographically-targeted updates.

Just recently, major parts of Lucas County experienced massive flooding that threatened the homes and property of our residents. By working cooperatively with

WTVG, our EMA officials were able to communicate directly about weather threats, as well as the assistance available in the storm's aftermath.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by WTVG and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

A handwritten signature in black ink, appearing to read "Ben Konop", written in a cursive style.

Ben Z. Konop
Lucas County Commissioner

Cc: Michelle Carey
Rick Chesson
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai



Office of the Commissioners
Federal Communications Commission
445 12th Street SW
Washington, DC 20544
February 22, 2008

Re: *Report on Broadcast Localism and the Notice
of Proposed Rulemaking* in MB Docket No. 04-233

501 Capitol Court, N.E.
Suite 200
Washington, D.C. 20002
(202) 543-4110
Fax: (202) 543-5975
www.nationalcenter.org

FILED/ACCEPTED

MAR -3 2008

Federal Communications Commission
Office of the Secretary

Dear Commissioners:

I am writing to you in opposition to the recently released *Report on Broadcast Localism*. As both a veteran of the civil rights movement and a current broadcaster for KFI in Los Angeles, I am concerned about the ability of the regulations implied in the report will turn back the clock on broadcast diversity.

Instead of fostering more responsive local programming, the suppositions of this report would essentially foster the reinstatement of the Fairness Doctrine. Struck down by the FCC in 1987, this removal of content-monitoring regulation allowed for an explosion in the talk radio business of which I am a part. In 1980, there were a mere 75 "talk radio" format stations nationwide. Today, there are approximately 1,800. By imposing new standards, owners who fear reprisals that could put them out of business will become averse to the free-form talk format that made the business so popular.

In our hyper-sensitive modern society, the fear of complaints relating to gender, religion, sexuality and politics will undoubtedly lead to a decrease in the breadth of the talk radio format and chill broadcast freedom in all regulated venues.

In a society with a 24-hour news cycle fed by radio, television, newspapers and the Internet – among other things – there is no lack of outlets for information. To impose fresh regulation on broadcasters now is both unnecessary and dangerous to the rights and liberties of broadcaster and the general public.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Hicks". The signature is fluid and cursive, with the first name "Joe" and last name "Hicks" clearly distinguishable.

Joe Hicks
National Advisory Council

February 21, 2008

Chairman Kevin Martin
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

FILED/ACCEPTED

MAR -3 2008

Federal Communications Commission



United Way of the Bay Area

221 Main St., Suite 300
San Francisco, CA 94105
415.808.4300

1970 Broadway, Suite 600
Oakland, CA 94612
510.238.2410

401 Amador St.
Vallejo, CA 94590
707.644.4131

www.uwba.org

In the Matter of Broadcast Localism (MB Docket No. 04-233)

Dear Chairman Martin:

United Way of the Bay Area has an 80-year history of working to improve our many diverse Bay Area communities. In the course of fulfilling our mission, we have been privileged to partner with many of the leading Bay Area broadcasters. Over the years, they have actively supported United Way's philanthropic initiatives.

Volunteer Engagement:

- KGO-TV, our local ABC station, continues to provide their financial, creative and media resources to promote Week of Caring, a United Way volunteer program that matches thousands of workplace volunteers with hundreds of local nonprofits seeking assistance.
- In April of 2007, KGO-TV helped create and served as our media partner for "Bridging Communities." This mass participation event was designed to raise awareness for the many families who are living on the edge in the Bay Area. KGO-TV generously provided their marketing, production, talent and substantial media inventory, to inspire individuals to take action and improve lives.
- KPIX-5, our local CBS station, continues to commit their media resources to support the Jefferson Awards for Public Service Program. Their ongoing support for this volunteer recognition program illustrates CBS-5's strong commitment to community building, civic engagement and volunteerism.

Community Building:

- KGO-TV stepped in to serve as United Way's exclusive media partner for 2-1-1: an easy-to-remember telephone number that connects people in need with important community services and volunteer opportunities. KGO-TV has committed to investing resources year-round to raise awareness about 2-1-1 throughout the region.

February 21, 2008

Page 2

- CBS-5 is a long-standing partner with United Way for "Food for Bay Area Families." This holiday food program helps feed hungry families throughout the Bay Area that are stretched beyond their financial limits. CBS-5 continues to provide their media and creative resources to build awareness for the program throughout the holiday season.
- In the wake of the tragic events of September 11th, KGO-TV, KPIX, KRON-4 and KTVU-2 have all provided their production capabilities and media inventory to mobilize people, convey information, and raise critical funds through PSAs, feature stories and news segments. Their role in times of crisis is essential given their ability to disseminate public health and crisis-preparedness information.

Personal Leadership:

- Valari Staab, President and General Manager of KGO-TV, and Mark Antonitis, President and General Manager of KRON-4 serve as active members of United Way's Board of Directors. They personally solicit support of other businesses and media partners, while running United Way campaigns among their own employees.
- Ron Longinotti, President/General Manager of CBS-5 has served on United Way's Campaign Cabinet and provides the station's resources for special events

The broadcast airwaves belong to the public and licenses are earned by those companies acting in the public interest. Bay Area broadcasters are role models in this regard and can be proud of their commitment to, and support of our community. Their contributions are numerous and help to change lives every day. They are valued United Way partners and their engagement makes possible our mission, and encourages our communities to take action.

Sincerely,



Anne Wilson
Chief Executive Officer,
United Way of the Bay Area

cc: The Honorable Nancy Pelosi, Speaker of the United States House of Representatives
Michelle Carey, Federal Communications Commission



February 27, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

MAR - 3 2008

Federal Communications Commission
Office of the Secretary

**Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking**

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

On behalf of the Asian American Institute (AAI), I would like to commend WLS-ABC7 for its commitment to coverage of local community issues. AAI's mission is to empower the Asian American community through advocacy by utilizing research, education, and coalition-building.

Related to the Commission's *Notice of Proposed Rulemaking* on broadcast localism—that "ensure[s] that broadcasters are appropriately addressing the needs of their local communities", AAI recognizes the work by WLS concerning local community issues:

- WLS's support of the U.S. Senate candidates debates for March 2004 and October 2004
- WLS's partnership on a community leaders meeting in May 2004
- A special WLS report on Asian American entrepreneurs that aired twice during Asian Pacific American Heritage Month in May 2005
- Linda Yu, a WLS newscaster, has been honored by our organization with a Milestone award
- WLS has the greatest number of Asian American broadcasters locally, including Linda Yu, Judy Hsu, and Ravi Baichwal
- The general manager has noted that WLS does not have any quotas that might cap the number of Asian American newscasters
- In May 2006, WLS produced a show concerning local Asian American leaders

Please do not hesitate to contact me at myron@aaichicago.org or (773) 271-0899, ext. 3 for further information.

Very Truly Yours,

Myron Dean Quon, Esq.
LEGAL DIRECTOR

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai
Emily Barr
Diana Palomar



ANTONIO R. VILLARAIGOSA
MAYOR

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MAR - 3 2008

Federal Communications Commission
Office of the Secretary

February 20, 2008

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Honorable Commissioners:

The proceeding on the report cited above is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." In my view, ABC 7 already serves the greater Los Angeles community in a number and diversity of ways that make any additional federal regulation unnecessary.

I have enjoyed a tremendous working relationship with ABC 7 since I was first elected to public office as a member of the California State Assembly in 1994. Over the past 14 years, ABC 7 has consistently supported educational, cultural, and charitable projects throughout the City of Los Angeles. It has been my pleasure to partner with ABC 7 on holiday toy giveaways, blood drives, and cultural heritage month celebrations, to cite a few. The station and its personnel have always been there to support the residents of Los Angeles.

Our community already is well-served by ABC 7 and no national regulation could create the kind of meaningful, sustained local partnership that we already enjoy. Thank you for considering these views.

Very truly yours,

A handwritten signature in black ink, appearing to read "Antonio R. Villaraigosa".

ANTONIO R. VILLARAIGOSA
Mayor

ARV:jb



CITY OF HOUSTON

Bill White

Mayor

P.O. Box 1562
Houston, Texas 77251-1562

www.cityofhouston.gov

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MAR - 3 2008

Federal Communications Commission
Office of the Secretary

February 6, 2008

Chairman Kevin Martin
Federal Communications Commission
445 12th Street, S.W
Washington, D.C. 20554

Dear Mr. Martin:

I understand that the FCC recently initiated a Notice of Proposed Rulemaking on broadcast localism, which asserts that broadcasters may not be adequately serving their local communities. I write this in support of our longstanding media partner KTRK/ABC-13. While the station has been a great news and educational resource for Houstonians throughout its existence, detailed below are specific examples of its diverse community programming.

For the past decade, KTRK has been the exclusive television partner with Houston's Official July 4th Celebration, "Chevy's Freedom Over Texas". With their assistance, annually the viewing audience has increased and last year the city of Houston received 2,2021,582 viewers. *Red, White and WOW!*, the three-hour live broadcast on KTRK, was the most watched program of the night. KTRK syndicated the event statewide in eight other television markets, including Dallas/Ft. Worth, San Antonio, Austin, Abilene, Lubbock, Lufkin/Tyler/Longview, Albuquerque/Hobbs, New Mexico and Shreveport, Louisiana.

They produce and sponsor many major civic celebrations, including our city's largest annual parade for the Houston Livestock Show and Rodeo. Other broadcast specials include: the Bayou City Arts Festival, the Houston International Festival, Essence Festival, Houston Marathon, the Shell Houston Open and pre-season games with the Houston Texans. To spotlight our city's art scene, KTRK was instrumental in featuring the Theatre Under the Stars Tommy Tune Awards, Houston Museum of Natural Science "Lucy" exhibit, Gem Vault, Bodyworlds, Kremlin Gold, and the Quilts of Gee's Bend sponsored by the Museum of Fine Arts, Houston.

Houston is one of the country's most diverse cities and much of the on-air programming is relevant to that diversity, including programs that pertain to health awareness and education such as, *Preventing Drop Outs*, *Prostate Cancer Awareness* and *Breast Cancer Awareness*.

KTRK excels in local political programming through its public affairs shows and by producing town hall specials that debate issues facing our community. Most importantly, KTRK is there in times of crisis. Much of Houston turned to KTRK for up to date, minute-to-minute news coverage during the back-to-back disasters of Hurricane's Katrina and Rita.

The city of Houston is grateful for the support and dedication given by KTRK and I encourage the station to continue finding new ways to serve the community. Their partnership is vital to keeping our citizens informed and aware of the issues at hand.

Sincerely,

A handwritten signature in black ink that reads "Bill White". The signature is written in a cursive, flowing style.

Mayor Bill White
City of Houston

cc: Michelle Carey
Denise Bates

From: reilly@augsborg.edu [mailto:reilly@augsborg.edu]
Sent: Friday, February 22, 2008 7:13 PM
To: Jeremy Kissel
Subject: please rule for Broadcast Localism and diversity

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MAR - 3 2008

Federal Communications Commission
Office of the Secretary

Please heed the research that the FCC has encountered, and create rules for **all** media owners to follow, so that local interests can speak out everywhere.

This will help foster authentic democracy around the country.

Please also heed my research about this. I intend to survey and interview many Midwestern Public Access media cooperatives and the communities they serve this summer, for an undergraduate research project and eventually a scholarly paper that I intend to publish. Hopefully by next summer, when the paper will be ready, the principles of public access media will be promoted even through the laws and rules for all media in America.

-thanks

-Becca Reilly

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MAR - 3 2008

Federal Communications Commission
Office of the Secretary

-----Original Message-----

From: Spaniel, Bill [<mailto:bill.spaniel@calcpa.org>]

Sent: Tuesday, February 26, 2008 5:49 PM

To: Monica Desai

Subject: Broadcast Localism (MB Docket No. 04-233)

Subject: In the Matter of Broadcast Localism (MB Docket No. 04-233), Report on Broadcast Localism and Notice of Proposed Rulemaking

The California Society of CPAs and CalCPA Institute understand that the FCC has initiated a Notice of Proposed Rulemaking on broadcast localism that asserts that broadcasters may not be adequately serving their communities. I wish to inform you that KABC-TV has been greatly involved with the Los Angeles community and has provided numerous public services to the area.

In particular, CalCPA has had the pleasure of working with KABC to assist listeners with their income tax preparations. KABC has hosted on-the-air tax call-ins twice a year for each of the past four years. During these call-ins, 10 to 12 CalCPA members answer phone inquiries from KABC viewers. Our CPAs advise viewers about deductions, tax credits and other issues that affect their federal and state income tax filings. Viewers also learn ways they can improve management of their finances. These events, which are typically held in late November and early March, average about 300 calls over 2 ½ hours during KABC's evening news broadcast. We look forward to continuing this relationship with KABC for many years to come-particularly since it provides a worthwhile service to the public.

In light of the above, we at CalCPA believe that no further regulation is needed to ensure that KABC-TV serves the local community.

Bill Spaniel

Public Relations Manager

California Society of CPAs / CalCPA Institute 330 N. Brand, #710 Glendale, CA 91203

Ph: 818.546.3552 / 800.922.5272

Fax: 818.246.4017

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www.calcpa.org

CPAs: Committed to Excellence





JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

JONATHAN E. FREEDMAN
Acting Chief Deputy

Office of Women's Health
Ellen Eldem, M.S., Director
3400 Aerojet Avenue, Third Floor
El Monte, California 91731
TEL (626) 569-3850 • FAX (626) 288-9335

www.preventionmatters.org

February 22, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I understand that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism out of concern that broadcasters may not be adequately serving their local communities.

I am pleased to say that the Office of Women's Health has been very impressed with KABC-TV's responsiveness ever since we first approached them in 1999 (shortly after our office's inception) for coverage of the launch of our cervical cancer pilot program targeting low income, underserved women. Health reporter Denise Dador and crew came to our office for an interview that was aired and subsequently garnered the interest of the community and no doubt helped our pilot program for free Pap tests become a full-fledged, funded campaign.

Denise Dador served as Mistress of Ceremonies for most of the annual cervical cancer initiative community breakfasts that followed (through 2004), and for nearly every health-related event ever since – most recently an October 2007 community forum to raise awareness of the growing problem of human trafficking. The presence of a recognizable and trusted representative of the media adds significance to such occasions and we have been delighted with KABC-TV's support.

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MAR - 3 2008

Federal Communications Commission
Office of the Secretary



BOARD OF SUPERVISORS

Gloria Molina
First District
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Second District

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Third District

Don Knabe
Fourth District

Michael D. Antonovich
Fifth District

Not only have we been able to utilize their impassioned health reporter for our events and also receive television coverage, we have worked with KABC-TV in a number of other ways:

- Over the last two years, our office and KABC-TV and their other community partners developed the *ABCs of Women's Health* – a glossy 20 page year-by-year guide to staying healthy which they produced for us for mass distribution, first in English and then a Spanish version was added in 2007. In an attempt to reach underserved women, another language will be added for the next edition due out in October 2008.
- We attend regular monthly meetings with the KABC-TV team to find ways to promote community wellness and enhance the activities of their annual women's health month.
- We participate in their Women of Courage luncheon each October, honoring women in the community who have overcome substantial obstacles and made a difference in the lives of others or have made a significant impact on improving the lives of women.
- KABC-TV was a co-sponsor of our 2007 Women's Health Policy Summit: *Building Multicultural Women's Health: Setting an Agenda for Los Angeles*. Denise Dador was the MC and KABC-TV produced a twelve minute DVD of local women's health leaders addressing the issue of health disparities in women of color. The DVD was shown at the summit and given out to the 435 summit participants. It is also given to funders, legislators and other healthcare stakeholders to draw attention to the need for health equity.

The Office of Women's Health receives ongoing support from KABC-TV for our activities and we enjoy a very productive working relationship that has been of tremendous benefit to us and to the community of low-income, underserved women we serve.

We see absolutely no need for further regulation as KABC-TV is already exceptionally community-committed.

Best regards,



Ellen Eidem, M.S.
Director, Office of Women's Health

Cc: Michelle Carey
Rick Chessen
Rudy Brioché
Amy Blankenship
Cristina Pauze
Monica Desai

Teresa Samaniego, KABC-TV

Goodwill Industries of Mid Michigan, Inc.

501 S. Averill Ave. * Flint, MI 48506 * 810-762-9960 * Fax 810-762-9957

February 15, 2008

Chairman Kevin Martin
Federal Communications Commission
445 12th Street S.W.
Washington, DC 20554

FILED/ACCEPTED
MAR - 3 2008
Federal Communications Commission
Office of the Secretary

Re: *In the Matter of Broadcast localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate and McDowell:

It has come to my attention that the FCC recently issued a Notice of Proposed rulemaking on broadcast localism. I understand this Notice is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities."

As President & CEO of Goodwill Industries of Mid-Michigan, and as Treasurer of the Kiwanis Club of Flint, Michigan, I can affirmatively assert that, in my view, and in that of these two local, community organizations which I represent, WJRT abc 12 already serves our community in numerous ways, making any additional federal regulation unnecessary.

WJRT has produced and aired numerous stories as part of their coverage of local events which has raised local awareness of both of my organizations. For example, WJRT aired several interviews and public announcements for Kiwanis of Flint, promoting its first annual TRYathlon, a community fund-raising event for Special Olympics and the Kiwanis community grant programs, then gave extensive coverage the day of the event, interviewing both organizers and participants. In addition, the reporter, cameraman and station manager actually participated in the event, raising funds for these two local charities.

WJRT has recently expanded its coverage of local news and events by allocating more morning and afternoon airtime to local news, sports and weather. The station manager, Mr. Tom Bryson, serves on the Board of Directors of Goodwill Industries of Mid-Michigan and is the current President of the Kiwanis Club of Flint. Those in management positions in WJRT's news department frequently attend Kiwanis events, including our annual luncheon honoring outstanding high school student athletes in our community.

WJRT has covered Goodwill's annual awards ceremony, where we honor outstanding achievers at Goodwill, for several years. Within the past month, the station produced and

MISSION CAMPUS

1125 VALENCIA STREET - SAN FRANCISCO, CA 94110 - 415.920.6000 - FAX 415.920.6115

February 6, 2008

Commissioner Monica Desai
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

FILED/ACCEPTED

MAR 3 2008

Federal Communications Commission
Office of the Secretary

Re: In the Matter of Broadcast Localism (MB Docket No. 04-223)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Commissioner Desai:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, City College of San Francisco, Mission Campus, KGO-TV already serves our community in a number of ways that makes any additional federal regulation unnecessary.

We have worked with KGO-TV on a number of public service announcements that have significantly raised local awareness of the existence of my organization – City College of San Francisco, Mission Campus; and of the many educational programs and courses available to the community. KGO-TV has also produced and aired several stories as part of their coverage of local and community news which have been relevant to our community, such as “Profiles of Excellence”, highlighting individuals in our community who have greatly benefited the Mission community in a variety of ways.

KGO-TV has helped sustain and spread awareness of the existence of the newly built Mission Campus, and the many programs and courses available to people in our community – a key link in our efforts to put the word out.

KGO-TV has also been very generous with donations of electronic and media equipment to the Mission Campus Broadcast Media Department; equipment worth approximately \$17,000.

KGO-TV has been a great friend to City College of San Francisco and to the Hispanic community of San Francisco. I would especially like to thank Leanne Melendez, Mimi Quan, Cheryl Jennings, and Tomás Román for all the generous support and assistance they have provided.

I would also like to thank Channel 14 – Univision; Channel 48 – Telemundo; and KQED, Channel 9, for their support of Hispanic leaders and for participating in Hispanic heritage Month, through their many announcements and special programs highlighting the contributions of Hispanics to San Francisco and the United States.

As you can see, CCSF Mission Campus has been very fortunate in having KGO-TV and other local stations provide support and assistance to our community. Therefore, it is my opinion that no further regulations are needed to ensure that local stations serve the needs of their local communities.

Sincerely,

Carlota del Portillo, Ed.D.
Dean, CCSF Mission Campus

February 5, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

FILED/ACCEPTED

MAR - 3 2008

Federal Communications Commission
Office of the Secretary

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I recently became aware that the FCC has issued a Notice of Proposed Rulemaking on broadcast localism. It is my understanding that this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities."

As President & CEO of The Help Group, a large nonprofit located in Los Angeles dedicated to children with special needs, I have firsthand knowledge of KABC-TV's commitment to its local communities. General Manager Arnold Kleiner and the entire KABC-TV team have consistently proven their dedication to public service and to enriching the quality of life in the Los Angeles Area.

KABC-TV is actively involved in the community through its programming and participation in and support of community and philanthropic events. For example, KABC-TV produced a news segment "Early Intervention Benefits Autistic Children - Experts Say Every Child Can Be Helped" during 2007's Autism Awareness Month that featured The Help Group's Young Learner's Pre-School for Autism. This segment provided important information on early identification and early intervention. The print version of this segment can be viewed at <http://abclocal.go.com/kabc/story?section=health&id=5187549>. Additionally, news anchor Philip Palmer served as co-host at one of The Help Group's major events, The Teddy Bear Picnic this past June.

In October 2007, The Help Group presented its Media Excellence Award to KABC-TV at our annual Summit. This award recognizes significant media contributions in promoting public awareness of children's health issues through the dissemination of quality information to the public.

Recently, KABC-TV committed to producing a one-hour special that will be aired on April 26, 2008 during National Autism Awareness Month. This special is based on my recently published book "Autism Heroes: Portraits of Families Meeting the Challenge"

(all author royalties benefit The Help Group). Autism Heroes carries a message of hope and support to families confronting the challenge of autism. Today, 1 in every 150 children is affected by an Autism Spectrum Disorder and the need for this type of programming has never been greater. KABC-TV's leadership in this area is extraordinary.

The Help Group's very positive experiences mirror the experiences that many other nonprofits have had as well. KABC-TV is a truly a role model of excellence and should be commended rather than more tightly regulated. We believe that the children and families of Los Angeles benefit greatly from KABC-TV's community affairs efforts.

Sincerely,

Barbara Firestone, Ph.D.
President & CEO
Vice-Chair, Calif. Legislative
Blue Ribbon Commission on Autism.

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

FILED/ACCEPTED

MAR - 3 2008

Federal Communications Commission
Office of the Secretary

February 19, 2008

Media Bureau Chief Monica Desai
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chief Desai:

I have been made aware that the FCC has recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I would like to inform you, in my view and in the view of my organization; KGO-TV already serves the San Francisco community in a number of ways that makes any additional federal regulation unnecessary.

The Partnership for a Drug-Free America has worked with KGO-TV for more than 13 years and during this time they have been our strongest supporters in the San Francisco market. They air a significant number of public service announcements that have raised considerable awareness of the drug issue which my organization works so hard to do. In fact, KGO-TV has received our prestigious Crystal Award for outstanding message support, honoring a select few across the country. KGO-TV also has produced and aired stories as part of their coverage of local and community news that have raised the profile on the issues on which my organization works. A recent example of KGO's commitment to the community was February 3, 2008 airing their weekly Sunday public affairs show, *Beyond the Headlines*, devoting the entire program to Prescription and Over-The-Counter Medicine Abuse.

To put it simply, our organization could not have the impact it does without the significant support that KGO-TV provides. I want to assure you that KGO-TV's role – including both on-air and off-air time – is critical to getting our message out to the community-at-large.

In my view, the San Francisco community is well-served by KGO-TV and national regulation would not create or enhance the kind of great local partnership that we already enjoy.

Sincerely,

Teri D. Christensen
SVP, Director of Field Operations
Partnership for a Drug-Free America

Cathy Dunn on behalf of Teri Christensen
The Partnership for a Drug-Free America
2510 Clairemont Dr., Suite 302
San Diego, CA 92117
619-275-5719
619-275-5741 (fax)
619-994-0701 (mobile)

The Conversation Starts Here!

Join the Talk! Get tips and tools to help talk to the kids you care about. www.timetotalk.org

Need Help? Get Help!

Resources and support to help families lead healthy, drug-free lives. www.drugfree.org

Support Healthy Families

Your Help Makes a Difference! 8 ways to give. *The Partnership has received the top rating from the prestigious Better Business Bureau Wise Giving Alliance!*

-----Original Message-----

From: julio moran [mailto:juliomoran@ccnma.org]

Sent: Tuesday, February 12, 2008 7:11 PM

To: "kevin .martin" @fcc.gov; Michael Copps; Jonathan Adelstein; Deborah Tate;
Robert McDowell

Cc: Michelle Carey; Rick Chessen; Rudy Brioche; Amy Blankenship; Cristina Pauze;
Monica Desai; Medina, Diane

Subject: in the matter of Broadcast Localism (MB Docket No. 04-233)

FILED/ACCEPTED

MAR - 3 2008

Federal Communications Commission
Office of the Secretary

(hard copy sent via U.S. mail)

Feb. 12, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities."

This letter is to express my view and the view of my organization, that KABC-TV already serves our community in any number of ways that makes any additional federal regulation unnecessary.

KABC-TV has partnered with CCNMA: Latino Journalists of California for many years in working to bring diversity to local television. KABC-TV has been a primary sponsor of CCNMA's annual scholarship banquet, which has awarded nearly \$700,000 in scholarships to nearly 700 students.

KABC-TV has also been a vital part of CCNMA's annual Journalism Opportunities Conference, the largest annual multicultural journalism job fair in the West. In addition to financial support, KABC-TV staff members have served as panelists in workshops to help young people prepare for careers in the news media.

KABC-TV is also a critical part of CCNMA's annual golf tournament, which a staff member a part of our planning committee and the station providing financial support.

KABC-TV consistently airs public service announcements that have significantly raised awareness of local issues, and also has produced

and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues of concern to communities of color.

For years, our residents have relied on KABC-TV for accurate and detailed emergency and weather information. This information goes far beyond a weather report to include advance warnings of weather emergencies, notifications of evacuation routes, locations of relief stations, and geographically-targeted updates. Just recently, Los Angeles experienced heavy rains that forced many residents to evacuate. KABC-TV helped those people find assistance.

Simply put, CCNMA relies heavily on the support that KABC-TV provides. I want to assure you that KABC-TV's role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

Based on my first-hand experience with such a long-standing partnership, our community already is well-served by KABC-TV and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Julio Moran
Executive Director

--

Julio Moran
Executive Director
CCNMA: Latino Journalists of California
USC Annenberg School of Journalism
One California Plaza
300 S. Grand Ave., Ste. 3950
Los Angeles, CA 90071-3175
Ph: (213) 437-4408
Fax: (213) 437-4423
www.ccnma.org



Blind Babies Foundation

Serving Children With Visual Impairments

1814 Franklin Street, 11th Floor, Oakland, CA 94612
(510) 446-2229 • Fax: (510) 446-2262 • www.blindbabies.org

February 14, 2008

Commissioner Monica Desai
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

FILED/ACCEPTED

MAR - 3 2008

Federal Communications Commission
Office of the Secretary

Dear FCC Commissioner:

I am writing regarding the FCC recently initiated Notice of Proposed Rulemaking on broadcast localism. I understand that the FCC's Notice asserts that broadcasters may not be adequately serving their local communities, and I would like to offer a very different perspective.

Blind Babies Foundation, a non-profit organization serving families of infants and preschoolers who are blind or visually impaired in Northern and Central California since 1949, has been the beneficiary for several years of the public service of newscasters from ABC7, KRON-TV in the San Francisco Bay Area.

Our relationship with this great team began in the late 1990's when ABC7 Meteorologist, Joel Bartlett, joined our Board of Directors. He served as an active and dynamic Board member, who also ensured that Blind Babies Foundation's services and events were highlighted on prime time local news and that our families' voices were heard by members of the local Bay Area communities.

Since that time, Joel, and his colleagues, Cheryl Jennings, Kristen Sze and their teams have lent their names to/and have served as Emcee's for our annual Beeper Egg Hunts for families of young children who are blind; with great class and elegance they have given their time and talent to our annual Gala fundraisers featuring the success stories of our many alumni clients.

The team has provided news station tours as auction items for our fundraisers, and has linked Blind Babies Foundation to the public through the ABC7 website. Family members of the news station team have participated in our golf tournaments and other high profile activities that are essential to the visibility of our agency. As recently as this past week, Cheryl made sure the camera crew was at a local elementary school to publicize the story of the philanthropy of a motivated fourth grade class that raised over \$1200 for the families we serve.

Beyond the direct impact on our organization, ABC7, KRON-TV offers regular programming relevant to special communities, such as Profiles of Excellence, ABC7 Salutes and ABC7 Listens. We look forward to highlighting our services and staff on View from the Bay, which features myriad local people and topics. The weekly public affairs show, Beyond the Headlines, and quarterly Profiles of Excellence specials keep local issues in the forefront of local viewers.

For these reasons, Blind Babies Foundation will honor ABC7, KRON-TV at our Sixtieth Anniversary Gala in February of 2009. And for these reasons, I write this letter to demonstrate that our experience does not support the need for further regulation to ensure that our local station serves the local community.

Thank you very much for this opportunity to recognize the public service work of this terrific team and the station that supports their full participation in community action.

Sincerely,

Julie Bernas-Pierce, Executive Director



FILED/ACCEPTED

MAR - 3 2008

Federal Communications Commission
Office of the Secretary

February 22, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

We are writing to state the level of support our organization has received from WTVG over the past years. Keep Toledo/Lucas County Beautiful, Inc. (KT/LCB) is a non-profit agency located in Lucas County, Ohio. Over the past several years, we have partnered with WTVG on several projects. Their promotional assistance offered to our events as a public service has been vital to the success of our efforts.

We have worked with WTVG on a number of public service announcements that have significantly raised local awareness of the issues on which my organization works. WTVG also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on recycling and litter prevention issues. In particular, WTVG promotes our Great American Cleanup (GAC) efforts. Registration information for this event is also posted on their web-site.

The GAC is month long community cleanup and recycling effort. Volunteers are sought to cleanup during the month of April and community members are asked to bring used textiles in for recycling. As a result of WTVG's promotional efforts, we have reached thousands of volunteers with our litter prevention and recycling message. If it weren't for this critical promotional support, the GAC would not be as successful as we have no advertising budget for the event.

In addition to the GAC, we have been fortunate to have the assistance of WTVG on a variety of other special recycling events including the coverage of electronic waste collections and school recycling programs.

Sincerely,

Juliana R. Sample

Juliana R. Sample
Executive Director

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai
Michael Crossley
Paula Adam
Tamara Rost

From: Ivan Perez [mailto:iperez@hmns.org]
Sent: Tuesday, February 12, 2008 5:21 PM
To: Monica Desai
Subject: Letter of Support for KTRK from the Houston Museum of Natural Science

Dear Ms. Desai,
This email was sent per Latha Thomas' request, please read below for the KTRK - ABC 13 letter of support.
Thank you,
Ivan

February 12, 2008

Chairman Kevin Martin
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

FILED/ACCEPTED
MAR - 3 2008
Federal Communications Commission
Office of the Secretary

Dear Chairman Martin,

The Houston Museum of Natural Science (HMNS) understands that the FCC recently initiated a Notice of Proposed Rulemaking on broadcast localism. The FCC's Notice of Proposed Rulemaking asserts that broadcasters may not be adequately serving their local communities. We would like to show our support of KTRK-ABC 13 in Houston as we consider the station to be a great community partner.

The station supports the Museum with editorial coverage (nightly newscasts and community affairs programming) but has also been a strong partner by producing 30-minute and 60-minute documentaries and specials on various museum exhibitions. These have included most recently Diana, Princess of Wales (to complement Diana, A Celebration at HMNS), From Mine to Museum (to complement the opening of The Lester & Sue Smith Gem Vault at HMNS), Ethiopia: Cradle of Mankind (to complement the world premiere of Lucy's Legacy at HMNS) and quite a few others. The station also supports the museum with PSA's.

However, KTRK is not just supportive of the Houston Museum of Natural Science. They have shown themselves to be extremely supportive of numerous non-profits and charities as well as the Houston community as a whole. They frequently televise local political programming, emergency information (especially in regards to Hurricanes Katrina and Rita that profoundly affected the Houston area) and information relevant to certain communities (minorities, disabilities and underserved).

We consider the station to be a strong partner of the Museum and look forward to working with them on numerous other projects in the coming years.

If you would like any further information, please do not hesitate to contact us.

Sincerely,

Latha Thomas

Vice President of Marketing and Communications

Leonardo da Vinci: Man, Inventor, Genius

Coming soon.

Visit hmns.org for tickets or more information

Ivan Perez

Assistant Director of Marketing

iperez@hmns.org

(713) 639-4672 Fax (713) 639-4740

theHoustonMuseumofnaturalscience

One Hermann Circle Drive, Houston, TX 77030

-----Original Message-----

From: Arlene Kato [mailto:arlene@worldartswest.org]

Sent: Tuesday, February 12, 2008 8:05 PM

To: Monica Desai

Cc: julie mushet; Mimi.Kwan@abc.com

Subject: In the Matter of Broadcast Localism

February 12, 2008

Monica Desai
Chief Media Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

FILED/ACCEPTED

MAR -3 2008

Federal Communications Commission
Office of the Secretary

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Monica,

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view and in the view of my organization, World Arts West, KGO-TV already serves our community in many ways that makes any additional federal regulation unnecessary.

We have worked with KGO-TV on a number of public service announcements that have greatly raised local awareness of World Arts West. For several years, KGO-TV has helped our organization significantly through sponsorship of our programs, the San Francisco Ethnic Dance Festival and People Like Me. With their help we have been able to advance cultural understanding and increase appreciation of the world's diverse dance traditions, here in the San Francisco Bay area.

As part of their local and community coverage, KGO-TV has also produced and aired stories of several of our Festival performers. In 2004, KGO-TV aired a profile on former board member and Haitian dance master Blanche Brown. Features like these have raised the profile on our organization's works. Additionally, KGO-TV sent news anchors to emcee our annual fundraising Gala. Cheryl Jennings emceed our annual Gala last year and helped us raise over \$90,000 on our opening night.

For years, our residents have relied on KGO-TV for accurate and detailed emergency and weather information. This information goes far beyond a weather report to include advance warnings of weather emergencies, notifications of evacuation routes, locations of relief stations, and geographically targeted updates. KGO-TV's ABC7 news channel has been constantly proving reports on local weather and emergencies, e.g., California fires, Katrina, and tornados.

To put it simply, KGO-TV has helped promote World Arts West's branding. It has helped our organization move faster towards its goal of serving the needs of our diverse communities by way of inter-cultural understanding through music and dance. Moreover, KGO-TV's public service announcements,

web promotions, profile and stories of our diverse performers have helped spread our message to the community-at-large. For this we are grateful to KGO-TV.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well served by KGO-TV and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Julie Mushet
Executive Director, World Arts West

The Marketing Link

■ STRATEGIC PLANNING ■ IMPLEMENTATION ■ RESULTS ■

FILED/ACCEPTED

MAR - 3 2008

Federal Communications Commission
Office of the Secretary

February 19, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

It has been brought to my attention that the FCC recently issued a *Notice of Proposed Rulemaking* on broadcast localism. It appears that this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities."

In Flint, Michigan, WJRT has been actively involved in supporting the community from providing PSAs for local nonprofits and sponsoring community town hall meetings, to supporting key community issues and taking an active role in beautifying our community. Mandating additional federal regulation seems to be unnecessary in my view as WJRT is already doing an exceptional job of supporting the Flint community.

As a marketing consultant representing numerous nonprofit organizations in our community I have been involved in several situations in which WJRT has taken an active role in helping the organizations. Most notable has been their involvement in Keep Genesee County Beautiful's efforts to beautify the community and promote awareness that how the community "looks" has an impact on economic development and the community's image. WJRT not only sponsored one of the 16 gateway gardens that were installed in the summer of 2007, but they have agreed to maintain the garden until 2012. But they didn't stop there! The coverage was exceptional and helped keep the message we were trying to enforce to the community alive throughout 2007. The enthusiasm from their staff was very uplifting as they worked tirelessly providing ideas to reach our goals.

I am baffled as to why the FCC deems it necessary to issue additional regulations when WJRT already serves the community so well. From a business aspect it only makes sense to support a community to the best of a station's ability. Mandating involvement should not even be a consideration as the most involved stations will "rise to the top" naturally and become successful both as a business and as a community supporter.

Sincerely,

Lynn Smith
Marketing Consultant
The Marketing Link



February 18, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

FILED/ACCEPTED
MAR - 3 2008
Federal Communications Commission
Office of the Secretary

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and commissioners Copps, Adelstein, Tate, and McDowell:

The matter cited above affects the daily information and entertainment patterns of consumers in markets across the US. Locally it also affects the business environment and opportunities to get involved with the community between local media properties, government officials, citizens, and the business community.

In the market my firm conducts the majority of its business, Flint, Michigan, we are blessed to have a station that actively engages in local community events. The station is WJRT TV12. This media outlet continually serves the community by sponsoring and televising local events such as symphony orchestra concerts, local sporting events like the Buick Open, civic outreach programs like telethons for local charities.

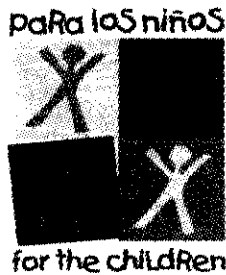
Recently, the station showcased the ability of local media to actively and properly engage in the political process. In the fall of 2007 a unique opportunity arose to cover a local election for Mayor of the City of Flint. Our agency presented an idea to have the candidates engage in a live televised debate that would be carried by all local TV stations. WJRT volunteered to host the debate using their studios. A local moderator was selected to lead the debate. A list of questions from the community was gathered through the use of the stations web site with local newscasts used as a means to get the word out about submitting questions and coverage of the debate. Additional station promotional announcements were provided at no cost to the candidates for the event.

WJRT TV provided an uplink to other network affiliates to simulcast the debate and web casts were provided via the stations web site and linked to other web sites in the market. In all, three broadcast stations, one public TV station and the local daily newspaper were able to get involved and produce one debate that involved the residents of the community, educators, business, and the media to provide insight into the campaign. WJRT produced a first class unbiased product and conducted the event with the utmost fairness, professionalism, and integrity.

Through efforts like this, I believe that local media provides the services and opportunities needed on a local level without the need for additional regulation. The local media currently does an exemplary job of partnering with the local community to provide news, information, and entertainment. Before acting on additional regulation I would respectfully ask that you consider the type of involvement outlined above and let the local markets continue to serve the communities without undue interference.

Sincerely,

John E. Kupiec
President



500 Lucas Ave.
Los Angeles, CA 90017
213.250.4800 phone
213.250.4900 fax
www.paralosninos.org

February 6, 2008

FILED/ACCEPTED

MAR - 3 2008

Federal Communications Commission
Office of the Secretary

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

As the President and CEO of Para Los Niños, a nonprofit agency serving low-income children and families throughout Southern California, I would like to be on the record stating very clearly that KABC-TV is an exemplary community partner and that increased regulation of their local community service activities is entirely unwarranted.

Para Los Niños has served economically challenged families since 1980. While seventy percent of our funding comes from government sources, we are forced to raise significant amounts of money each year from private individual donors and foundations to support our programs and services. Media coverage of our events and activities is a key means of reaching potential supporters, and KABC-TV has consistently produced and aired news stories that help us communicate with a wide audience.

Occasionally Para Los Niños requests local television stations for on-air personalities to emcee major fundraising events for us. KABC-TV is quick to comply as often as they can, frequently also joining as a corporate sponsor of our events.

Finally, whenever we have approached the station about public service announcements, they have gone above and beyond the "call of duty" by not only agreeing to air such ads, but also volunteering to produce them for their station as well as for generic broadcast.

Para Los Niños is but one of the many nonprofit, community based organizations fortunate to be in partnership with KABC-TV. We appreciate their generous community spirit and believe firmly that no additional regulations could make KABC-TV a better community partner than they currently are.

Please do not hesitate to contact me directly if I can answer any questions or concerns you may have (213) 481-3501.

Sincerely,

A handwritten signature in black ink, appearing to read "Gisselle Acevedo". The signature is fluid and cursive, with a large initial "G" and a long, sweeping underline.

Gisselle Acevedo
President/CEO

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai
Diane Medina

From: Acton, Linda [mailto:Linda.Acton@va.gov]
Sent: Thursday, February 07, 2008 11:31 AM
To: Monica Desai
Subject: In the Matter of Broadcast Localism (MB Docket No. 04-233)

FILED/ACCEPTED
MAR - 3 2008
Federal Communications Commission
Office of the Secretary

Dear Ms. Desai:

I recently became aware of the FCC issued Notice of Proposed Rulemaking regarding the promotion of public interest programming. While I applaud the Commission's concerns on behalf of the nonprofit and under-represented segments of the public, I do not believe national regulation could improve upon the community service provided by our local media resources. One such example I can offer is the coverage and sponsorship we received from our local ABC-7 KGO in San Francisco, and I am delighted to share with you the efforts they recently extended on behalf of NCIRE – the Veterans Health Research Institute.

By way of introduction, NCIRE is a 501 (c) 3 nonprofit corporation established to support veterans health research at the San Francisco Veterans Affairs Medical Center. We hosted our first "Above & Beyond" gala on October 11, 2007, and the extremely generous coverage and promotion we received from ABC-7 in San Francisco was critical to our successfully raising community awareness and garnering support for our mission to advance veterans health through research.

ABC-7 KGO involvement included, but was not limited to:

- Sending their own film crew to record our gala entertainment rehearsal and airing portions of that video on the September 17 *The View from the Bay*, along with an interview with the San Francisco VA Medical Center Director of Research, and a showing of the "wearable art" fashions redesigned from hospital garments which were part of our gala entertainment.
- Providing on-going Public Service Announcements with gala information.
- News Anchor Cheryl Jennings even donated her own time to host the event, and provided a moving and personal tribute to our service men and women
- Ms. Jennings and the crew and ABC-7 KGO also filmed a post-event piece for us which we incorporated into a promotional video for our next event.

This was our first experience with reaching out to the community to raise awareness and support, and the encouragement, on-air time, guidance, and collaboration we received from ABC-7 KGO surpassed our every hope. We anticipate a long-standing partnership with Ms. Jennings and the staff at ABC-7 KGO, and we will rely on them to promote our future success. Given the amount of support they committed to us – and to similar community based entities and issues – I cannot imagine that additional national directives are necessary; in fact, my concern is that unnecessary regulations may curtail the very enthusiasm and creativity local media affiliates freely share with their communities.

Very truly yours,

Robert E. Obana
Northern California Institute for Research and Education (NCIRE)
4150 Clement Street, 151NC
San Francisco, CA 94121-1545
t 415-750-2295
f 415-751-1364
robert.obana@ncire.org
website: www.ncire.org

From: Ben Mangan [mailto:ben@sfearn.org]

Sent: Friday, February 22, 2008 1:11 PM

To: Michelle Carey; Kevin Martin; Rick Chessen; michael.copps@fcc.gov; Rudy Brioché; Jonathan Adelstein; Amy Blankenship; Deborah Tate; Cristina Pauze; Robert McDowell; Monica Desai

Subject: In the Matter of Broadcast Localism (MB Docket No. 04-233) Report on Broadcast Localism and Notice of Proposed Rulemaking

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

FILED/ACCEPTED
MAR - 3 2008
Federal Communications Commission
Office of the Secretary

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell:

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to “ensure that broadcasters are appropriately addressing the needs of their local communities.” I wanted to be one of the first to tell you that, in my view and in the view of my organization, KGO-TV already serves our community in any number of ways that makes any additional federal regulation unnecessary.

EARN (Earned Assets Resource Network, Inc.) is a San Francisco nonprofit that helps low wage workers break the cycle of poverty and create new cycles of prosperity. We help hard working people save and invest in homes, small businesses, and college educations – the kinds of assets that move people into the middle class, and keep them there across generations.

We have worked with KGO-TV on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. KGO-TV also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which my organization works. A thoughtful, well reported story they did in 2007 helped us to find new families to serve, who had not heard of EARN’s work. In addition, we received several thousands of dollars in donations in direct response to their story, that allowed us to serve many more families than we would have if we had not had our story told to the community. KGO-TV defines thoughtful meaningful community involvement in the Bay Area, and as a community leader, I feel very fortunate to have them in our corner.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by KGO-TV and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,
Ben Mangan
President & CEO

Cc: Michelle Carey
Rick Chesson
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

Ben Mangan
President & CEO
EARN
235 Montgomery Street, Suite 300
San Francisco, CA 94104
T 415.217.3662
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www.sfearn.org and www.assetpolicy-ca.org

Check out EARN in San Francisco Magazine:
http://www.sanfran.com/home/view_story/1888/

MAR - 3 2008

Federal Communications Commission
Office of the Secretary**From:** Wildes, Jr. Kenneth J. [mailto:KWildes@chla.usc.edu]**Sent:** Thursday, February 07, 2008 3:06 PM**To:** Monica Desai**Subject:** In the Matter of Broadcast Localism (MB Docket No. 04-233), "Report on Broadcast Localism and Notice of Proposed Rulemaking"**Importance:** High

It is my understanding that the FCC recently initiated a Notice of Proposed Rulemaking on broadcast localism, which asserts that broadcasters may not be adequately serving their local communities.

I have had the good fortune to work with many good television stations throughout my career, beginning with WHYN-TV and WWLP-TV in Springfield, Mass, and including WFSB-TV in Hartford, WLS-TV in Chicago and WPVI-TV in Philadelphia, to name but a few. These stations were successful in many ways, including in their commitment to their respective communities. Those with whom I worked were responsive and responsible, and I believe these stations were ratings leaders in their respective markets in large part because they truly understood their communities. But, as responsive and responsible as these stations were, I can say, enthusiastically and without reservation, that none of them in my experience ever approached the extraordinary level of commitment to the people of its community, and to the organizations that serve those people, than KABC-TV (Ch. 7) in Los Angeles. Several points:

- KABC-TV (Ch. 7) has a demonstrable commitment to diversity, particularly gender and ethnic diversity, both in front of the camera and behind it, as evidenced by those who work as reporters, producers, anchors and in other news gathering roles, as well as by those who support them, beginning with the station's executive-level and including all areas of the organization.
- KABC-TV (Ch. 7) consistently and effectively "...engages..." with the communities it serves in its DMA, including, but not limited to, the many ethnic communities that make up the rich, diverse fabric that is Greater Los Angeles in Los Angeles County and the seven other counties in this market.
- KABC-TV (Ch. 7) has an deserved reputation of being extraordinarily generous with both its time and resources to benefit a wide range of causes that are absolutely vital to the people of Los Angeles, and well beyond, including, but again not limited to, Childrens Hospital Los Angeles. Indeed, the station supports the work of this hospital in many, many tangible ways, from one-hour television specials to blood drives, and a great deal in between. Its commitment to us and, more importantly, to the children and families we serve, has been, and continues to be, invaluable to our success, and it is truly priceless. So, too, the personal commitment to community by its executives, its on air talent and scores of others, who make themselves available time-and-time-again to advance the mission of this hospital. We are very, very grateful to them.

That KABC-TV (Ch. 7) is a successful station isn't surprising. But, what many don't know is that the station attracts and employs good people, caring people, from the executive-in-charge down through the ranks - people who demonstrate every day and in any number of ways that they understand their responsibilities to their community beyond what we see daily on air. (Actually, what we see on air is pretty special, too. Its news coverage of its community, broadly defined, is impressive.)

I believe that KABC-TV (Ch. 7) serves its community better than any station in any major market in the country, and I urge you to resist any further regulation.

I am available to talk with you, candidly and completely, about my experience with KABC-TV (Ch. 7) at any time, and I would welcome the opportunity to do so. I am best reached at (818) 845-1972.

I very much appreciate your time and attention.

Ken Wildes
Vice President, Communications
Childrens Hospital Los Angeles
4650 Sunset Boulevard
Los Angeles, CA 90027
(323) 361-4590 (O)
(818) 845-1972 (H)
E-Mail: kwildes@chla.usc.edu

From: Stacy.King@cancer.org [mailto:Stacy.King@cancer.org]
Sent: Friday, February 15, 2008 2:42 PM
To: Kevin Martin; michael.copss@fcc.gov; Jonathan Adelstein; Deborah Tate; Robert McDowell; Monica Desai
Cc: Michelle Carey; Rick Chessen; Rudy Brioche; Amy Blankenship; Cristina Pauze
Subject: In the Matter of Broadcast Localism (MB Docket No. 04-233), Report on Broadcast Localism and Notice of Proposed Rulemaking

February 14, 2008

Chairman Kevin Martin
Commissioner Michael Copps
Commissioner Jonathan Adelstein
Commissioner Deborah Tate
Commissioner Robert McDowell

FILED/ACCEPTED

MAR - 3 2008

Federal Communications Commission
Office of the Secretary

Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman and Commissioners:

Recently, one of the local television stations that I work with on a regular basis informed me of the recent FCC Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view and in the view of my organization, ABC 12 already serves our community in a number of ways that makes any additional federal regulation unnecessary.

For the past ten years, the American Cancer Society has been able to partner with ABC 12/WJRT in particular on our Making Strides Against Breast Cancer events in the Flint and Tri-city area. Last year alone, they provided over \$8,000 worth of PSA coverage, plus provided a week long breast cancer series, emcees for the events, production of videos for our sponsors and more.

Their involvement with Making Strides has grown to a commitment to the Society and to informing the community on breaking cancer news and legislative issues regarding cancer. Leslie LoBue, health reporter/meteorologist, has reported numerous stories including a story on the National Breast and Cervical Cancer Early Detection program, she has also ran a story on the Sister Study, and several stories on the local programs we offer, such as Road to Recovery.

ABC 12 is instrumental in the success of our events and is viewed as a dedicated community partner. It is because of my first-hand experience with such a long-standing partnership that I can testify to their commitment to the community and its organizations. I do not believe this station or local community organizations would benefit by further regulation.

Sincerely,

Stacy Sawyer
American Cancer Society
Communications Specialist

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai

Stacy Sawyer
Communications Specialist
American Cancer Society
989.895.1730 Bay Area office
810.733.3702 East Michigan office
989.225.7513 cell

Paint the area yellow this spring! The American Cancer Society is holding its annual Daffodil Days. Fresh cut daffodils are available for a \$10 donation per bunch or \$15 for a bunch and vase. Call 1.800.ACS.2345 to request your daffodils today.

From: Laura Lechtenberg [mailto:laura@puente.org]
Sent: Thursday, February 14, 2008 5:21 PM
To: Monica Desai
Subject: Subject: In the Matter of Broadcast Localism (MB Docket No. 04-233), Report on Broadcast Localism and Notice of Proposed Rulemaking



04-233

February 13, 2008

Ms. Monica Desai
Chief Media Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

FILED/ACCEPTED
MAR -3 2008
Federal Communications Commission
Office of the Secretary

Subject: *In the Matter of Broadcast Localism* (MB Docket No. 04-233),
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Ms. Desai:

I understand that the Federal Communications Commission has recently initiated a Notice of Proposed Rulemaking on broadcast localism, which asserts that broadcasters may not be adequately serving their local communities.

I disagree with this contention, particularly with regard to **KABC-TV**, which has been an incredible supporter of PUENTE Learning Center. PUENTE is a nonprofit organization that, for the last 23 years, has provided tuition-free educational programs to the underserved residents of East and South Los Angeles.

As an organization that must continually raise funds and secure in-kind donations to sustain its operations, we rely on the kindness of many entities, and KABC-TV has been particularly generous in this area. (They've also been supporters of many other community activities, including toy drives for low-income children and fundraising for local fire victims.)

PUENTE's annual *Gala* dinner, scheduled to be held next week, provides a prime example of ways in which KABC-TV has provided us with invaluable support. This is our biggest annual fundraising event, generating a significant amount of money to cover program expenses.

As it did for our last *Gala*, KABC-TV has again volunteered the talents of its employees to create a special video tribute to this year's *Gala* honoree, California First Lady Maria Shriver. This video is an integral part of the evening's program. Several KABC-TV employees are involved in its production – from initial brainstorming to filming to producing the finished product.

We would never be able to afford the tens of thousands of dollars it would take to pay for such a professionally prepared video. KABC-TV does an incredible job of serving its community; no further regulation is needed to ensure such service.

Sincerely,

Sister Jennie Lechtenberg
Chief Executive Officer

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MAR - 3 2008

Federal Communications Commission
Office of the Secretary

From: Betsy Ballard [mailto:bballard@houstonfoodbank.org]

Sent: Friday, February 08, 2008 3:20 PM

To: Monica Desai

Subject: Letter on behalf of KTRK-TV/Houston

04-233

This message is being sent on behalf of Brian Greene, president/CEO of the Houston Food Bank. A hard copy version of this letter will be mailed today (Friday, February 8).

Dear Ms. Desai:

I understand that the FCC recently initiated a Notice of Proposed Rulemaking on broadcast localism, which asserts that broadcasters may not be adequately serving their local communities.

As president of the Houston Food Bank and as a citizen of this community, I do not believe that this applies to KTRK-TV, known in Houston as ABC-13. The Houston Food Bank is just one of many local organizations that are supported and sustained through the efforts of KTRK-TV.

For 27 years, KTRK-TV has been making an incredibly generous donation of broadcast time as well as staff and financial resources to the Food Bank through the annual Share Your Holidays Food Drive in December.

KTRK-TV's commitment to the event is extensive. Examples include: recruitment of community participants to both hold food collections and to serve as collection points, such as area schools, police and fire departments; production and distribution of printed communications materials; and coordination of all on-site logistics for an all-day food collection – including tents, heaters, tables, chairs, etc.. The station's on-air contribution includes production and airing of several versions of public service announcements and a full one-hour remote broadcast on the culminating day of the food drive as well as cut-ins during regular programming throughout the day.

In addition to the Share Your Holidays Food Drive, KTRK-TV overrides the broadcast community's stereotypical aversion to competition by joining the other major media outlets in support of the Souper Bowl of Caring Food Drive, which includes a commitment to broadcast public service announcements for several weeks leading up to a weekend-long food collection on Super Bowl weekend.

Throughout the year, KTRK-TV routinely features the Houston Food Bank in its community affairs programming, and the news department is responsive to our requests for news coverage that highlights various aspects of the problem of hunger in the greater Houston area.

The Houston Food Bank, like many other local organizations that benefit, is grateful for KTRK-TV's support, and we have every reason to anticipate that the station will continue to work in partnership with us as we lead the fight against hunger.

Sincerely,

Brian Greene

President/CEO

Houston Food Bank

3811 Eastex Freeway

Houston, Texas 77026

(direct) 713-547-8602

bgreene@houstonfoodbank.org

Betsy Ballard, APR

Director of Communications
Houston Food Bank

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